

2007 ONTARIO CANADIAN VISITORS TO ARIZONA

VISITATION VOLUME	
Total Visitors from Ontario Canada to Arizona	131,800

QUARTER OF TRAVEL	
1st Quarter	40.2%
2nd Quarter	27.8%
3rd Quarter	8.6%
4th Quarter	23.4%

Visitor Demographics:

GENDER	
Female	48.3%
Male	44.3%

AGE	
Children 0-19 years	2.6%
20–34 years	4.0%
35–54 years	38.2%
55–74 years	42.5%
75+ years	5.2%
Unknown	7.4%

PARTY COMPOSITION	
Avg Travel Party Size	1.7 persons
Traveling Alone	24.4%
2 Adults	54.5%
3+ Adults	11.2%
Adults and Children	2.6%
Unknown	7.4%

TRAVEL PARTY SIZE	
1 person	26.8%
2 persons	58.4%
3 persons	2.2%
4 persons	9.0%
5-9 persons	3.8%
10+ persons	0.0%

Trip Behavior:

LENGTH OF STAY	
Avg Visit Duration	13.0 nights
1–3 nights	15.6%
4–9 nights	58.7%
10–20 nights	16.0%
21+ nights	9.7%

MODE OF ENTRY	
Airplane	74.2%
Auto	23.9%
Bus	0.5%
Via USA	0.3%
Other	1.2%

Source: Statistics Canada

Trip Behavior (continued):

MAIN TRIP REASON	
Holiday, Vacation	50.8%
Visit Friends or Relatives	18.3%
Meetings	9.3%
Convention, Conference, Trade Show	8.5%
Second Home, Cottage, Condo	7.5%
Educational Study	1.8%
Other Work	1.5%
Other	1.1%
Attend Events, Attractions	0.8%
Personal (Medical, Wedding, etc)	0.4%

ACCOMMODATIONS	
Hotel Only	30.8%
Other Combinations of 2 types	11.4%
Home of Friend or Relatives Only	10.9%
Hotel & Motel	10.8%
Motel & Home of Friends/Relatives	9.1%
Other Only	6.0%
Motel Only	5.8%
Combination of 3 or more types	5.5%
No Accommodation Reported	5.1%
Hotel & Home of Friends/Relatives	2.1%
Camping or Trailer Park Only	1.9%
Cottage/Cabin Only	0.8%

Visitor Spending:

VISITOR SPENDING (CDN \$)	
Avg Spending per Visit	\$1,243.55 CDN
\$0—\$299 CDN*	6.2%
\$300—\$1,999 CDN*	63.4%
\$2,000—\$7,999 CDN*	26.3%
\$8,000+ CDN*	4.0%

VISITOR SPENDING (US \$)	
Avg Spending per Visit	\$1,336.43 US
\$0—\$321 US*	6.2%
\$322—\$2,148 US*	63.4%
\$2,149—\$8,596 US*	26.3%
\$8,597+ US*	4.0%

*Annualized Conversion rate for 2007: \$1 CDN = \$0.9305 US

VISITOR SPENDING PER NIGHT (CDN \$)	
Avg Spending per Night	\$95.48 CDN

VISITOR SPENDING PER NIGHT (US \$)	
Avg Spending per Night	\$102.61 US

Source: Statistics Canada; Bank of Canada